1999 Communications and Customer Service Conference

November 2 - 4

TRACK 3

Marketing

R301 – TRICARE SMART Demo

Ms. Bo Cothran

Marketing Officer – TMA, C&CS

MARKETING

TRICARE Management Activity

While I was getting ready for this conference, there were tons of things on my mind… Would it be a success? Would it be fun? Would it be a true working conference where you could take back tools that you could use back at the office?

Never, never, never, did I think… Would I lose my voice right before one of the most important presentations in my life? Soooo… what can I say? Because I lost my voice, probably not a whole lot!!!!

MARKETING

TRICARE Management Activity

People asked, “Bo, what are you going to do about your presentation?”, I joking told them that TRICARE SMART presents itself, I was just the human that clicks the mouse to the appropriate place for SMART!

Before I get into the actual presentation, I wanted to talk to you (really, I wanted to talk to you!) about how the site was developed.

MARKETING

TRICARE Management Activity

We had TRICARE Marketing Conference in 1997, and requested that Regions bring their best practices. Region 3/4 briefed the Marketing Repository Concept, and recommended that it go National. The TRICARE Marketing Office took that recommendation! During the design phase of the project, Col Cumberland named the repository:

TRICARE SMART

MARKETING

TRICARE Management Activity

How many of you were in the DoD IG TRICARE Marketing Assessment presentation?

MARKETING

TRICARE Management Activity

- **IG Findings - Materials**
  - **Variations in content and appearance**
  - **Contained unclear or incorrect information**
  - **Different definitions for the same terms**
- **IG Findings - Policy**
  - **Different definitions of Marketing**
  - **No single policy**

MARKETING

TRICARE Management Activity

- **IG Bottom Line**
  - **Clearly establish a Marketing System**
  - **Clearly identify what is expected**
  - **Standardize as much as possible**

TRICARE SMART is a tool in the Marketing Directive

MARKETING

TRICARE Management Activity

- **SMART Advantages**
  - **Managed by TRICARE Marketing Office (MA&M)**
  - **Saves time and money**
  - **Assist with product line/MTF marketing**
  - **Creates a library of material**
  - **Allows for sharing and networking**
  - **Marketing Materials will be consistent**
  - **Definitions will be standardized**

MARKETING

TRICARE Management Activity

- **SMART -- The Product**
  - **TRICARE education**
  - **Marketing to and educating the customer**
  - **How to promote your MTF**
  - **Building interest in TRICARE**
  - **Access Issues**
  - **Guidelines for Announcing changes in services at MTF**

MARKETING

TRICARE Management Activity

- **SMART -- The Product**
  - **Marketing 101**
  - **How to choose advertising**
  - **Getting Customer Feedback**
  - **Marketing Plan**
  - **TRICARE Store (Amazon.com)**
  - **TRICARE Share**
  - **Photo Library**

MARKETING

TRICARE Management Activity

- **SMART -- The Product**
  - **Template Library**
  - **Product Approval Process**
  - **Discussion Forum**
  - **Marketing Analysis and Data**
  - **Interactive Web site (TRICARE Personal Healthcare Consultant) with MTF information**
  - **Who's Who**
  - **Not only National products, but Regional,**

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